

<b>Form PTO-1449 Modified</b>		<b>Docket No.</b> <b>MSFT-2856/304813.01</b>	<b>Application No.</b> <b>Not Yet Assigned</b>
List of Patent and Publications Cited by Applicant (Use several sheets if necessary)		<b>Applicant</b> <b>Abhijit Kundu</b>	
U.S. Department of Commerce Patent and Trademark Office		<b>Filing Date</b> <b>Herewith</b>	<b>Group</b> <b>Not Yet Assigned</b>
		<b>Confirmation No.</b> <b>Not Yet Assigned</b>	
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>			
DF	1	"Web tracking invigorates firm's marketing efforts," <i>Communications News</i> , 2002, 40(2), 26	
DF	2	Ball, T. et al., "An Internet Difference Engine and its applications," <i>COMPON '96. Technologies for the Information Superhighway Digest of Papers</i> , February 25-28, 1996, 71-76	
DF	3	Beeferman, D. et al., "Agglomerative clustering of a search engine query log," <i>Proceedings of KDD-2000. Sixth ACM SIGKD International Conference on Knowledge Discovery and Data Mining</i> , August 20-23, 2000, 407-416	
DF	4	Detlor, B., "Internet-based information systems use in organizations: an information studies perspective," <i>Info. Systems J.</i> , 2003, 13(2), 113-132	
DF	5	Gong, W. et al., "Measuring web advertising effectiveness in China," <i>J. Advertising Res.</i> , 2003, 43(1), 34-49	
DF	6	Kitts, B. et al., "Cross-sell: a fast promotion-tunable customer-item recommendation method based on conditionally independent probabilities," <i>Proceedings of KDD-2000. Sixth ACM SIGKD International Conference on Knowledge Discovery and Data Mining</i> , August 20-23, 2000, 437-446	
DF	7	Scharl, A., "Explanation and exploration – Visualizing the topology of web information systems," <i>Int. J. Human-Computer Studies</i> , 2001, 55(3), 239-258	
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